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Newsletter

VOLUNTARY FOOD CONSERVATION PROGRAM

EXECUTIVE DIRECTOR
James A. Stillwell

CABINET FOOD COMMITTEE:

Clinton P. Anderson, Chairman
Secretary of Agriculture

George C. Marshall
Secretary of State

W. Averell Harriman
Secretary of Commerce

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WASHINGTON ROUNDUP

Secretary of Agriculture Clinton P. Anderson has assumed direction of the consumers food conservation program. This action consolidates all branches of food and feed conservation--farm, industrial and consumers'--within the Department of Agriculture.

As a result of this consolidation program, James A. Stillwell has returned to his duties in the State Department. Mr. Stillwell left his post with the State Department temporarily to direct the consumers food conservation program in the period between its operation by the Citizens Food Committee and the Department of Agriculture.

Through the Newsletter, Mr. Stillwell sends the following message to local food committees and organizations participating in the community campaigns:

"I would like to take this opportunity to express my sincere appreciation of the efforts you are making in the interest of our own domestic economy and the cause of world-wide peace. This country today is faced with a double-edged problem. We must fight inflation at home and starvation abroad.

"The Department of Agriculture is continuing to inform consumers of methods of conserving grain in their daily diets and, at the same time, helping their pocketbooks by the selection of economical and nutritious foods. In addition, fresh fruits and vegetables may be used as a supplement to grain-consuming foods whenever they are plentiful. Local groups, with the guidance of the Department of Agriculture, should keep their communities advised of those foods in abundant supply.

"You are in the forefront of this crucial struggle against inflation and starvation. By your cooperation and zeal, you are demonstrating to the world the unity of America in peace as it was so forcibly evidenced in time of war. The necessity for a united front is almost as great.

"I am sure there will be no slackening in the valuable work you and your fellow citizens have been performing."



RED CROSS NEWSLETTER

The Cambridge (Mass.) Red Cross Nutrition Service has come up with a timely contribution to the food saving program in its monthly "Nutrition and Health Newsletter." The title of the article is "Save Your Figure--Save Your Pocketbook." In her introduction, Director Rheta B. Hyatt points out:

"In America today we are averaging 164 lbs. of meat per capita per year. In the German area, including the French and Russian zones, the average is 61 lbs. per capita per year; in Italy, Yugoslavia and Poland, 21 lbs. per capita per year; and in Greece 27 lbs. per capita per year, according to the Statistics Division, Food and Agriculture Organization of the United States. This is one to three ounces per day!! It is quite obvious to us just how little meat is being used abroad in comparison to our own country."

The author goes on to say that it need not be a sacrifice but a thrifty measure, instead, to contribute a full share to the voluntary food conservation program. "We do waste food," she adds, "and some of us eat too much food, and many of us do not select the variety of food that would give us the best nutrition most economically. We cater too much to our liking for certain kinds of food rather than to the food that will make a more healthy individual."



MARYLAND IN MOTION

We have received a letter from Fred A. Rochester, executive secretary of the Maryland Citizens Food Committee, outlining that organization's activities "continuing as of January 1, 1948." Here are some of the accomplishments:

All Baltimore Transit Company buses, street cars and other state and interstate public buses are carrying posters with a circulation of over a million daily readers. These posters carry the slogan "Conserve Food--Buy Wisely; PREVENT WASTE To Fight Inflation At Home and Hunger Here And Abroad." Thirty-five hundred posters will carry this message during the months of January, February and March.

Permission has been obtained from the U. S. Postmaster General for all mail order houses, large department stores, the gas and electric company, the telephone company, and municipal mailing outlets to put the slogan "Conserve Food - Prevent Waste" on all outgoing meter mail envelopes.

All city and state radio broadcasting stations are carrying food conservation messages three times daily.



WYOMING LEADERS PLEDGE SUPPORT

Twenty-seven leading representatives of practically all Wyoming's organized agricultural, educational and homemaking groups have pledged united support of the state-wide food and feed conservation program. This group met recently under the chairmanship of A. E. Bowman, Director of Wyoming's University's Agricultural Extension Service.

Definite recommendations were made at this meeting for sound, effective and applicable conservation practices. Gardening, for example, was spotlighted as one method of food substitution that will release non-perishable grains and other foods for export to hunger-stricken countries. Another motion, unanimously approved, was that of sponsoring "Clean Plate" Clubs among adults and youngsters with emphasis on less food wastage by using smaller helpings.

Still other recommendations advocated the use of new, approved grain varieties that yield more abundantly per acre; pasture renovation to increase forage with resulting decreases in feed grains; control of insects, rodents and weeds; and the adoption of practices which will enable livestock and dairy producers to maintain and develop more efficient production with existing resources.



MAGAZINE COMMENT

The January issue of The Atlantic contains an interesting article by Dr. Frederick J. Stare, Head of the Department of Nutrition at Harvard University. Dr. Stare's subject deals with food production and conservation. In regard to wastage of food, Dr. Stare writes:

"It is probably fair to say that one fourth of all edible food purchased in the United States is wasted. This includes the food that goes back to the kitchen from restaurant tables; the fresh, useful scraps which fill the garbage can instead of the soup kettle or stewpot. To save this fourth would approximate, in terms of the 1946 retail monetary value of food purchases, 5.9 billion dollars worth of food. If we did no more than halve this figure, we would make an enormous contribution to the food needs of the world."

NEW JERSEY COMMITTEE PRAISED

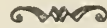
The New Brunswick (N.J.) Sunday Times took its hat off, in a recent editorial, to the Governor's Conservation Committee, of which William J. Walters is the local chairman. The editorial stated that the committee has done a fine job throughout the state in conserving food.



JEWISH GROUP IN ACTION

B'nai B'rith has conducted an active campaign among its 1,400 local lodges and women's chapters during the past several months. A

membership of 300,000 men and women has been pledged to support the food conservation program.



COLORADO CARRIES ON

The Extension Service of Colorado is preparing 5,000 bulletins with detailed information on ways and means of saving food and feed, and of increasing farm production in 1948. This material will be distributed to County Agents.

At the same time, bulletins on nutrition and food conservation are being written by the Welfare and Health Agencies Section of the Colorado Food and Feed Conservation Committee. These will be sent out to Red Cross nutrition classes, the Parent-Teacher Association, home demonstration clubs, and similar women's groups.

The Colorado food committee, in collaboration with the Extension Service of Colorado A & M College, and the United States Department of Agriculture, has distributed the following information material on food and feed conservation:

10,500 posters, "Avoid Waste - Eat All You Take" - to State Committee members, county agents and mayors of towns.

500 identical posters - 200 used for display on Denver street cars and the balance to county agents for distribution.

5,000 posters "Save Grain - Cull Non-Productive Livestock" - To county agents and Colorado banks.

10,000 circulars with an outline of the Colorado Food and Feed Conservation Program and an appeal for cooperation - To State Committee members.

60,000 circulars, essentially the same as the above listed, carrying the imprint of the Colorado Extension Service - To Colorado ranchers and farmers.

60,000 letters explaining the program and urging support - To all rural boxholders.

10,125 bulletins, "Rat Control" - To county agents.

47 bulletins, "Economical Dairy Rations" - To county agents.

5,000 posters, "Save Grain" - To county agents.

53 fact sheets, "Culling Poultry" - To county agents.

40 fact sheets, "Serving Poultry" - To home demonstration agents.

75 handbooks, "Grain Conservation"-To county agents.

5,000 fact sheets, "Save Farm Grain by Fumigation" - To county agents.